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Nette Lagace

MEET

BONDS IN PROGRESS 2011





# Books in Boxes

Paul Franciscato, O'Reilly









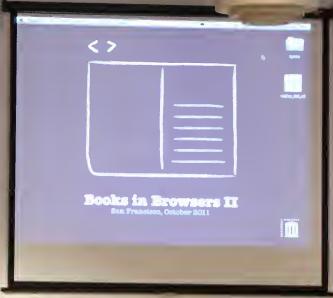
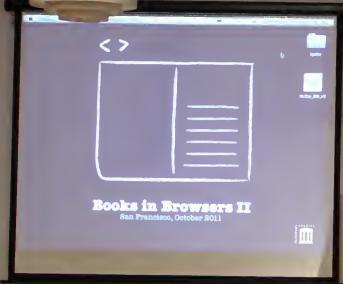














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INTERNET ARCHIVE









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ePUB

# out of the box

Books in Browsers 2011

October 27, 2011

Bill McCoy  
Executive Director  
International Digital Publishing Forum (IDPF)



What is EPUB



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## Books In Browsers: Beautiful Books: #BiB11 October 27, 2011

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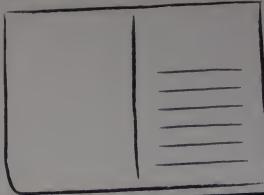
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VitalSource



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08:30-09:00. Initio  
Introduction and Welcome. Kat Meyer (O'Reilly Media), Peter Brantley (Internet Archive)

09:00-10:00. Morning session 1.  
EPUB — out of the box. Bill McCoy (IDPF).  
Elegantly On- and Offline. Blaine Cook (Osmosoft), Maureen Evans (Spezzato).

10:00-10:15. Break

10:15-11:15. Morning session 2.  
The Network is Overrated. Eric Hellman (Gluejar).  
The Ebook's Ambit. Joseph Pearson (Inventive Labs).

11:15-11:30. Break

11:30-12:30. Morning session 3.  
Books in Browsers, 1994-2004. Michael Jensen (NAS).  
The Future Now: The Social Book. Bob Stein (SocialBook).

12:30-13:30. Lunch

13:30-14:30. Afternoon session 1.  
Electric Incunabula: progressive interactive book design. Corey Pressman (Exprima Media).  
Beautiful Books. Craig Mod (Flipboard).  
The Infinite Canvas. Peter Meyers (Author).

14:30-14:45. Break

14:45-15:45. Afternoon session 2: Standards  
Bookmarks: reports. Todd Carpenter (NISO), Rob Sanderson (LANL), James Bridle (Booktwo).  
OPDS v1.1+. Hadrien Gardeur (Feedbooks).

15:45-16:00. Break

16:00-16:45. Afternoon session 3.  
First Draft of the Revolution: discoverable narratives in digital works. Liza Daly (Threepress).  
Arcade: A case study in digital publishing. Roland Greene, Marissa Gemma (Stanford Univ.).

16:45-17:00. Lagniappe  
Libros sin fronteras. Javier Celaya (Dos Doce).

17:00-18:00. Optional Round Tables:  
EPUB4: Engineering the networked experience. Bill McCoy (IDPF).

Evening:

17:30-18:30. Reception.  
18:30-19:30. Books in Browsers: Ignite. Brewster Kahle (Internet Archive).









Chris Butler

Internet Archive

BOOKS IN BROWSERS 2011







EPUB is not .epub













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 **Maureen Evans**  
@cookbook in a delicious world

Following, 1,277 tweets, 1,042 photos, 1,030 lists, 1,030 users

You're following Maureen Evans (@MaureenEvans) on Twitter. You can't follow her because you're already following her.

[Follow](#) [Unfollow](#) [Block](#)

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**cookbook** Maureen Evans  
Sweet Spice. Stir in skillet at low until just fragrant 2T dry  
ging&cinnT fresh gndnutmeg/gndclove/1/4 gnd  
wtpoep&cardamom. Store airtight

**cookbook** Maureen Evans  
[Home-ground spices, prebaked crust & a smooth, just-set filling  
make pumpkin pie. Also added vanilla. Here's a photo.]  
<http://bit.ly/7537b7>

**cookbook** Maureen Evans  
Pumpkin Pie: Mix can(pumpkin/c brsug/2T SweetSpice/1t salt,  
+1/2 crrn&milk. Beat+4btegg. Fill parbaked pie shell.  
25m@400F(center jiggly).

**cookbook** Maureen Evans  
Perfect Soft-Boiled Eggs: Heat med panful h2o to bare simmr; +3  
6egg. Maintain at near simmrng (no bubbles) uncvrnd7m. Rmv from  
h2o.

**cookbook** Maureen Evans  
Mental Lentils: Simmr 3c h2o/c lentil 25m. Tst.gnd t cumin&s+p/T  
coriandr; brwn+onion/2garlic&rachill/1c oil. Mix all+lime&cilantro  
totaste.

**cookbook** Maureen Evans  
Fall Tofu Scram: Brwn 3c squash&shroom/onion&chilli/2t  
curry&garlic/3T oil. Stirfry+2lb tofu/1/2c soya&mirin; +2c

 **About BookCook**

1,277 tweets, 1,042 photos, 1,030 lists, 1,030 users

[Recent Images](#)



You and @BookCook

Followers (1,030) Following (1,030) Lists (1,030)



Similar to @cookbook

 **EatingAsia** Maureen Evans

 **cpkmball** Maureen Evans

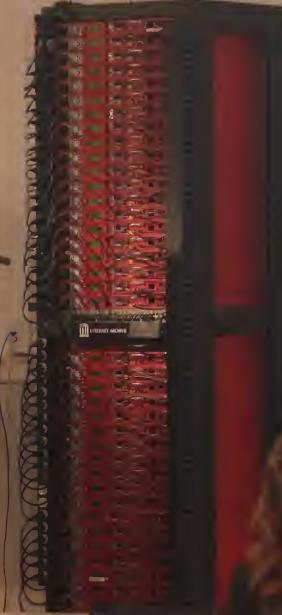
 **cookingwithamy** Maureen Evans

Following (1,030)































Joe Whert  
O'Reilly Media, Inc.  
product  
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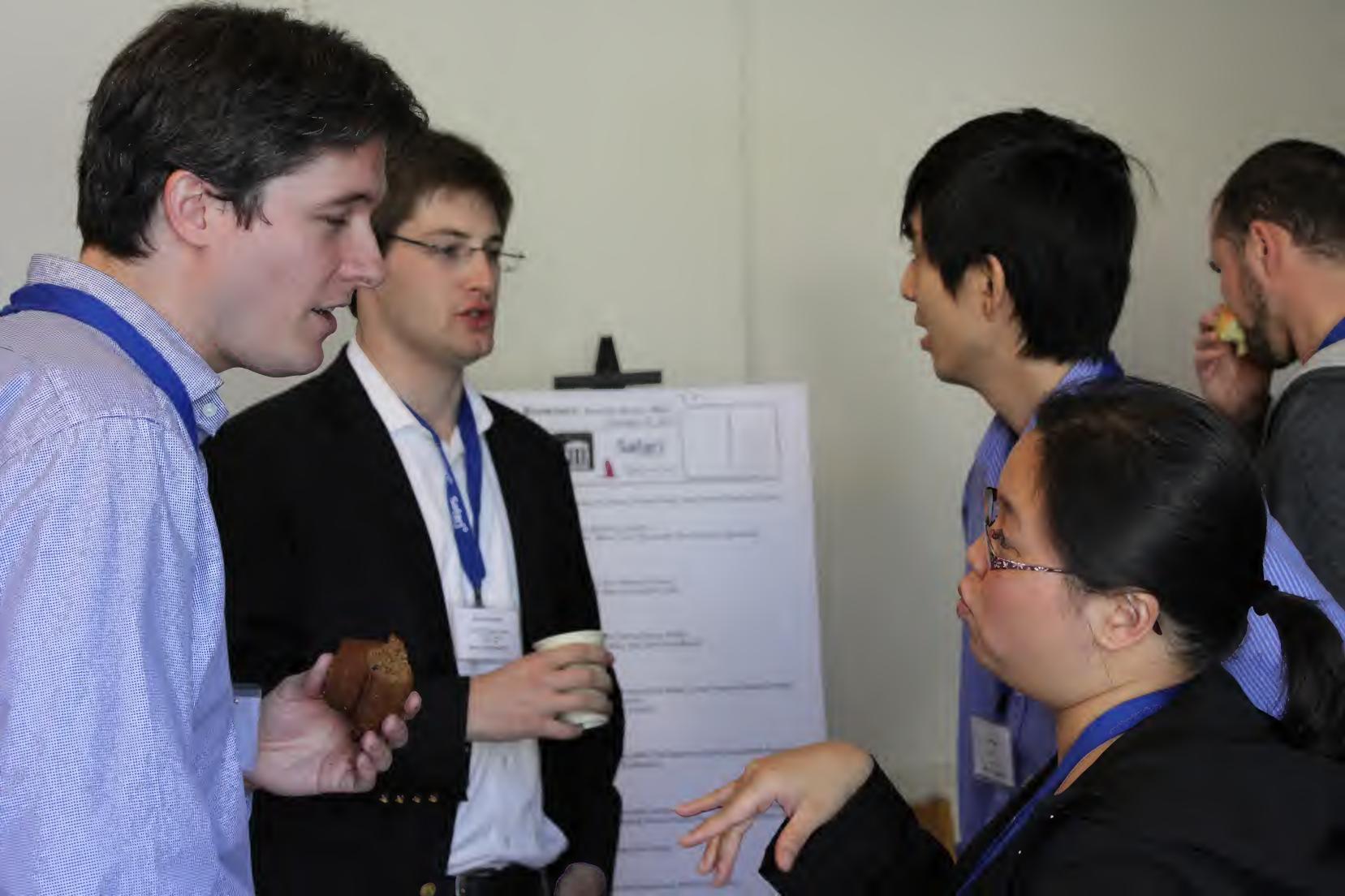
















the beginning



book?

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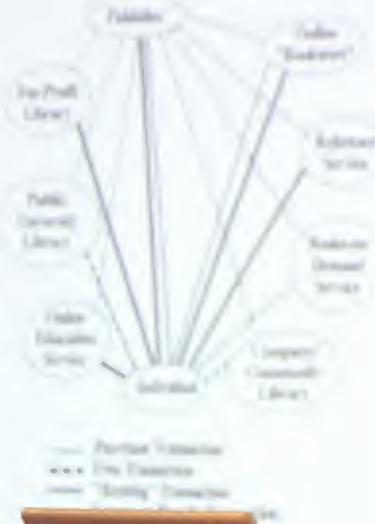


Figure 1.  
*Journal Sales Web*



Figure 5

*Journal Sales Web*







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National Academy Press  
initiates making their books  
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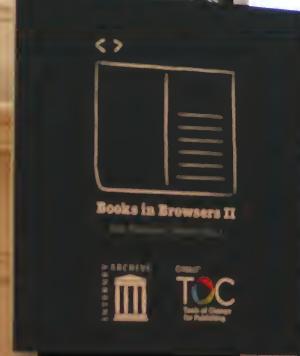


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Engelbart's mouse, 1967











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Books in Democracy II















Brewster K  
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nts:

A couple quick point



Peter Meyers  
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100%



Peter Meyers  
Meyers  
eo.p2









# The Infinite Canvas





"Total genius."  
Jonathan Lethem, author of *Motherless Brooklyn*, father of two  
Go the F\*\*k to Sleep



Adam Mansbach • illustrated by Ricardo Cortés



"Total genius."  
Jonathan Lethem, author of *Motherless Brooklyn*, father of two  
Go the F\*\*k to Sleep



by Adam Mansbach • illustrated by Ricardo Cortés



## Update: Open Annotation



Robert Sanderson  
rsanderson@janelia.org  
Janelia National Laboratory  
@rsanderson42

Heribert Van de Sompel  
hvds@janelia.org  
Janelia National Laboratory  
@hvdsompel

<http://www.openannotation.org/>

This research is funded by the Andrew W.  
Mellon Foundation























## Data Model Update

The World Wide Web

Science & Reference  
Information Systems

Information & Communication

Education

and Learning

Cloud



TOC

## Open Annotation Data Model Update

From the Chair

Based on the discussion of the Working Group  
and the Visual Data Group

There are ongoing efforts to move the Open Annotation  
Data Model into several different directions.

Many of these efforts are ongoing, from the beginning of the

- A new version of the standard



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Introducing Modern Dynamics

Modern Dynamics  
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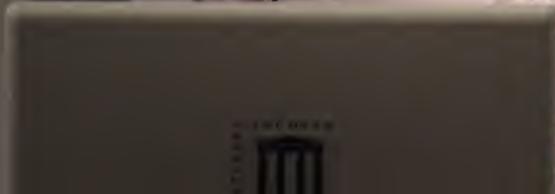
































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Books in Browser II



early modern Englishmen read in fits and starts  
and jumped from book to book. They broke  
texts into fragments and assembled them into  
new patterns by transcribing them in different  
sections of new notebooks. Then they reread  
the books and rearranged the patterns while  
adding more examples, reading and writing  
were therefore inseparable activities.

The Case for Books: Past, Present, and Future by Robert Darnton (via  
[tiny.cc/meyarw](http://tiny.cc/meyarw))















A photograph of two men smiling at the camera. The man on the left has dark hair and glasses, wearing a black t-shirt with white embroidery. The man on the right has dark hair and a beard, wearing a black jacket with white embroidery and a blue lanyard. They are standing in front of a building with a large window.

THE WHOL

Satellite

A photograph of two men posing together outdoors. The man on the left has dark hair and glasses, wearing a black t-shirt with white piping along the seams. The man on the right has dark hair and a beard, wearing a black jacket with white embroidery on the shoulders and a blue lanyard with a badge. They are standing in front of a building with a sign that reads "THE WHOLE".

THE WHOLE









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Kudzu

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# Books in Browsers II

San Francisco, October 2011



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# Books in Browsers II

San Francisco, October 2011











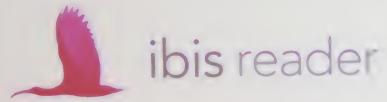


















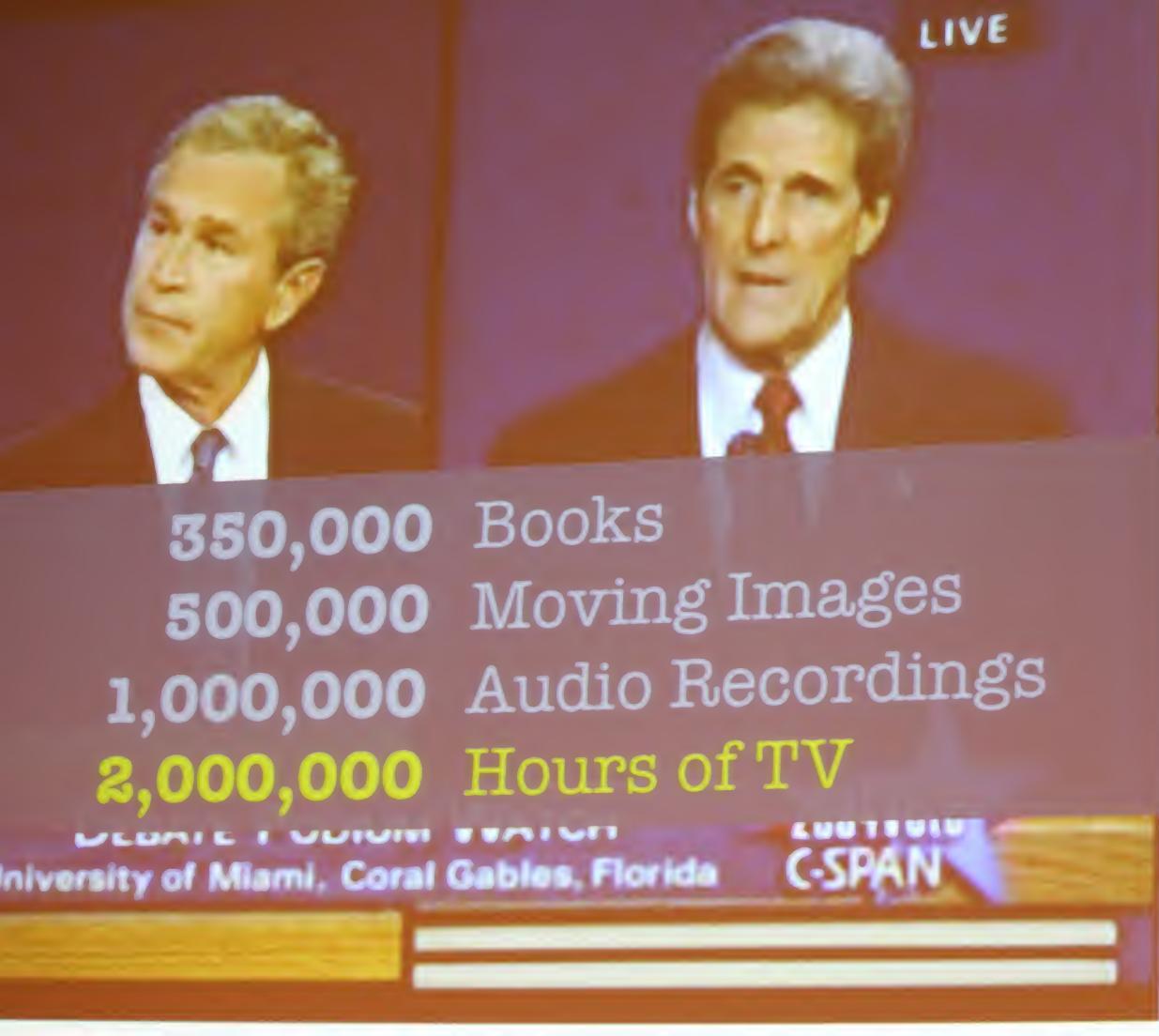




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**350,000** Books  
**500,000** Moving Images  
**1,000,000** Audio Recordings  
**2,000,000** Hours of TV

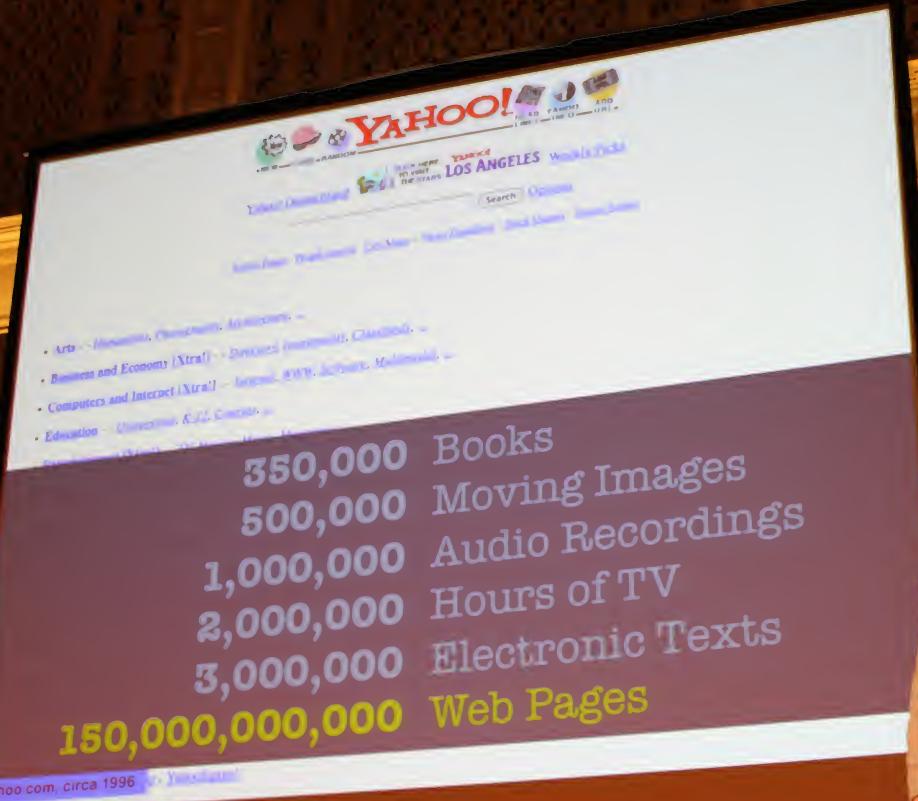
DEBATE & Q&A SESSION

University of Miami, Coral Gables, Florida

C-SPAN

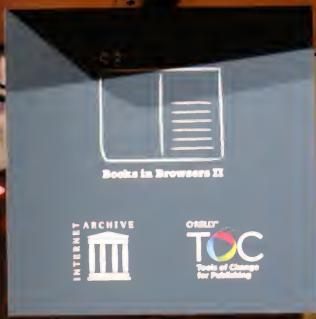






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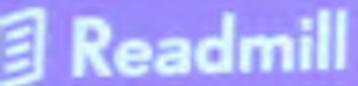
**Hadoop** **JavaScript Graphics** **Drupal** **Flash Catalyst**

**Best Ruby on Rails Recipes** **Best HTML Short Cuts**



Hello, I'm  
**Henrik**  
from  
**Readmill**





Readmill



"The Social Object, in a nutshell, is the reason two people are talking to each other, as opposed to talking to somebody else."

— Hugh Macleod, @gapingvoid















# Public



# Public



Public



You highlighted The patch was dev... in Ghost in the Wires: My Adventures as the World's Most Wanted Hacker

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Henrik Berggren

Readmill

You shared a highlight from Ghost in the Wires: My Adventures as the World's Most Wanted Hacker

The patch was developed by a group of German hackers who belonged to something they called the “Chaos Computer Club” (CCC).

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COMMENTS

Henrik Berggren commented Europe represent!!

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Build from an existing platform that is native  
to the web, structured, and makes it easy to  
build beautiful websites with customizable  
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(ie: WordPress.)





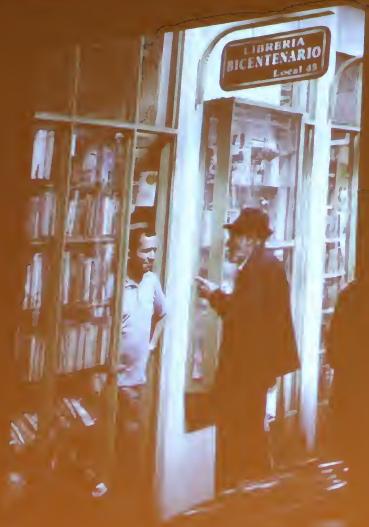




Books in Browsers II

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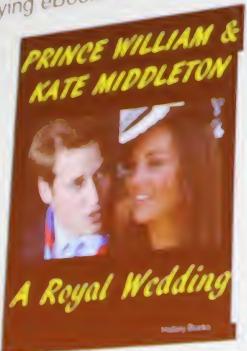






## eBook Trends Royal Wedding vs. Osama Bin Laden

Readers were buying eBooks as huge news events unraveled

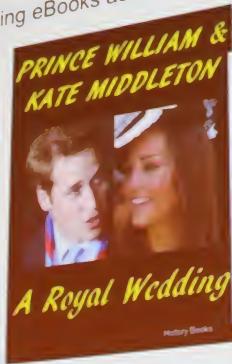


A woman stands on stage, facing the audience. She is holding a small laptop and a microphone. She is wearing a maroon long-sleeved shirt and dark pants. Behind her is a podium with a green cloth featuring the Kindle logo and the letters 'TDC'.

A man stands in the background, leaning against a wall. He is wearing a light-colored shirt and jeans.

## eBook Trends Royal Wedding vs. Osama Bin Laden

Readers were buying eBooks as huge news events unraveled



## eBook Trends Royal Wedding vs. Osama Bin Laden

Readers were buying eBooks as huge news events unraveled



existing content

the staff  
medium?



**There are as many ways to create an eBook as  
there are to bake a cupcake**



### eBook Publishing Tools



kindle direct publishing **pubIt!**  
by Barnes & Noble

**Adobe Digital Editions**

### Cupcake Baking Tools



22

TOC

## Background

- MS/BS in Computer Science
  - Artificial Intelligence, Large-Scale Distributed Systems
- Ex-Google Software Engineer
  - 5 years in Ads Analytics and Data Warehousing
- MBA from INSEAD (Europe/Asia)
  - Case Discussions



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- MBA from INSEAD (Europe/Asia)
  - Case Discussions







MobNotate

Books to social app  
converter







— ARCHIVE





The coal industry, in the face of these facts, is cleverly promoting "clean coal." They have promoted the concept of "Carbon Capture and Sequestration" (CCS) by which coal plants would take the CO<sub>2</sub> emissions and trash waste and bury them underground.

Last summer I helped my brother move into a new place. We had some extra boxes that needed to be disposed of. We drove them to the city dump and paid for disposal. The price: about \$100 per ton of garbage. That is only fair. Cities and counties have learned since waste collection and management fees. Households that produce more garbage pay more; households that produce little pay less. No government is in the right mind; would allow for households to dump trashage in the middle of the street after it leaves their home by the coal. Then we'd be adding another 30 million tons or so to America's waste stream.

It is quite important that coal pay for its garbage, because assuming that CCS were to actually work as advertised, some day the industry would need an additional 45% more coal just to capture and sequester the waste from the coal. (That is, it takes a lot of extra coal to generate electricity to clean up the mess produced by the coal.) Then we'd be adding another 30 million tons or so to America's waste stream.

Is the coal industry going to pay our cities, counties, and states \$100 per ton to dispose of their billions of tons of garbage? (Notice that I have only talked about solid waste. Air bound CO<sub>2</sub> pollution is a whole other waste stream!) Not likely.

The U.S. government has actually allocated \$3.4 billion for the coal industry to develop CCS. I'm wondering why a 200-year old, trillion-dollar industry can't clean up its act on its own. The Australian government has





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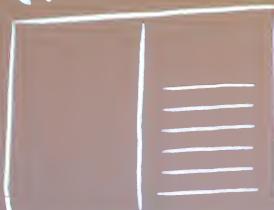




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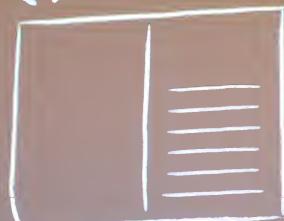
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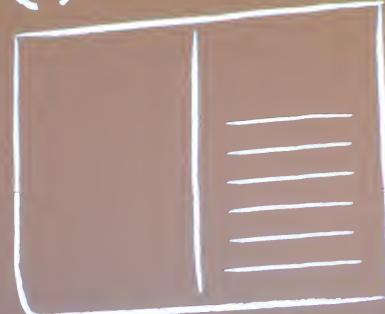
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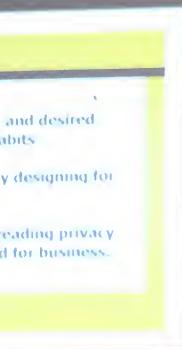












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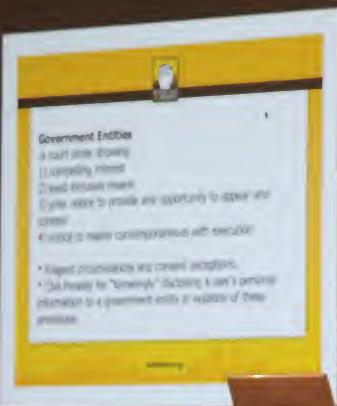
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- 3) Growth of digital monetization of reading
- 4) Companies not prioritizing privacy
- 5) Lack of safeguards, not good for public



Time is now for companies, policymakers,  
and public interest groups to work together  
to:

- (1) Develop robust regulations, industry self-regulation, and  
convening, where appropriate, to facilitate and  
encourage a shift towards
- (2) transparent, honest trade practices
- (3) explore and propose new ways to encourage and  
incent governments to adopt healthy policies  
ACROSS THE BOARD.







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- 300 devices can be connected simultaneously

- + 20,000 books
- + 100,000 users
- + 4,000
- + 100,000 can be connected simultaneously





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+ 4.800  
+ 100.000 users can be connected  
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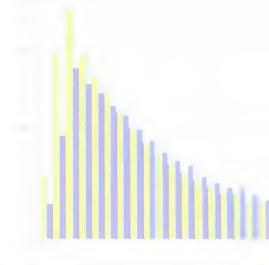
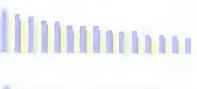






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Discover more ways to connect with the people you care about.

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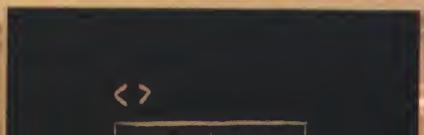
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Get started today  
with a free trial  
and see how we can help  
you smile.



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SAASZ







# Google

*What is it?*

- an index

*How is it made?*

- algorithmic digesting (collection/excerpting/ranking)
- trained by engineers, QA, users
- both precalculated and created-on-demand

*And the representative textual artifacts are?*

- medium-sized: ranked lists of links/snippets, by query
- snippet excerpts, by query+URL



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and et al. (2009).  
Google















Wiki

What is it?

- an encyclopedia'

How is it made?

- authored summaries
- tens of thousands of
- precomposed

And the representative texture

- medium-to-long: art
- tiny/small: abstracts,



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A Beautiful Book

- #### • Guidelines of research paper

1 page

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...and your child's place of worship.

all flavours from the traditional tea!

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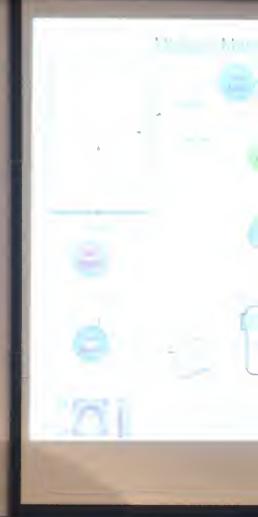


















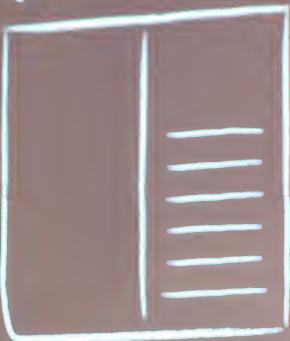








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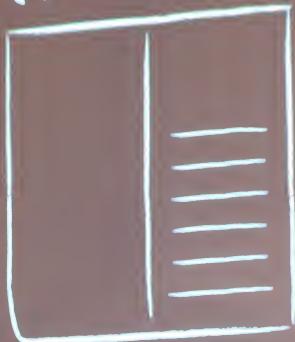
## Books in Browsers II

San Francisco, October 2011

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## Books in Browsers II

San Francisco, October 2011



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who is your  
competition?



who is your  
competition?











# what is a bookstore?





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Costs  
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- A man in a brown jacket and white shirt is speaking at a podium. Behind him is a large window showing a city skyline at night. To his right is a fireplace mantel with a red and black checkered cloth. A large screen to the right displays a list of items. In the foreground, the backs of audience members' heads are visible.
- 1. Category Rec
  - 2. High Product
  - 3. Inconsistent



















# The opportunity in abundance



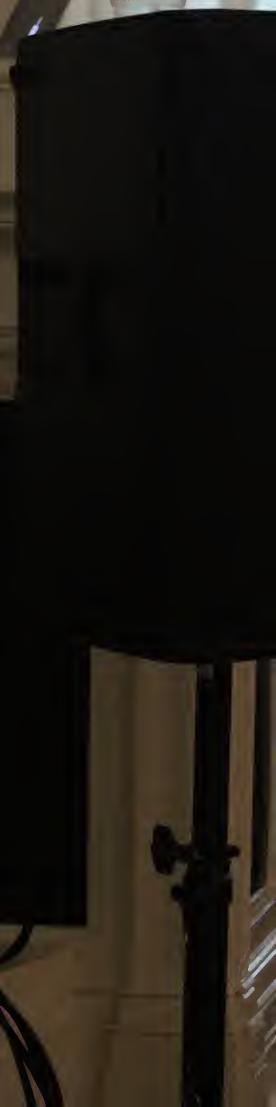


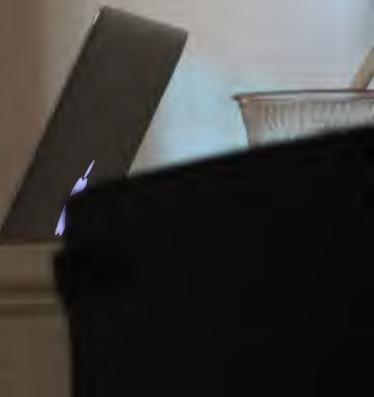














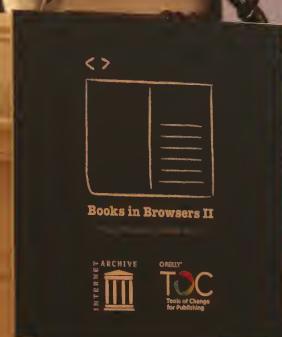
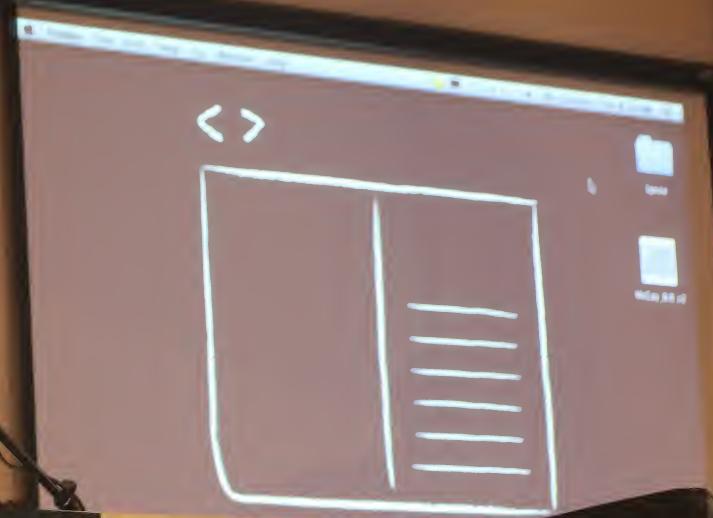




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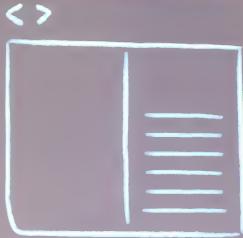






## Books in Browsers II

Foto: F. Franssen, October 2012



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Bücher  
für Alle !







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## Books In Browsers: Beautiful Books: #BiB11 October 27, 2011

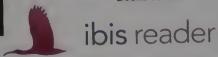
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Safari  
Books Online



08:30-09:00. Initio

Introduction and Welcome. Kat Meyer (O'Reilly Media), Peter Brantley (Internet Archive)

09:00-10:00. Morning session 1.

EPUB — out of the box. Bill McCoy (IDPF).

Elegantly On- and Offline. Blaine Cook (Osmosoft), Maureen Evans (Spezzato).

10:00-10:15. Break

10:15-11:15. Morning session 2.

The Network is Overrated. Eric Hellman (Gluejar).

The Ebook's Ambit. Joseph Pearson (Inventive Labs).

11:15-11:30. Break

11:30-12:30. Morning session 3.

Books in Browsers, 1994-2004. Michael Jensen (NAS).

The Future Now: The Social Book. Bob Stein (SocialBook).

12:30-13:30. Lunch

13:30-14:30. Afternoon session 1.

Electric Incunabula: progressive interactive book design. Corey Pressman (Exprima Media).

Beautiful Books. Craig Mod (Flipboard).

The Infinite Canvas. Peter Meyers (Author).

14:30-14:45. Break

14:45-15:45. Afternoon session 2: Standards

Bookmarks: reports. Todd Carpenter (NISO), Rob Sanderson (LANL), James Bridle (Booktwo).

OPDS v1.1+. Hadrien Gardeur (Feedbooks).

15:45-16:00. Break

16:00-16:45. Afternoon session 3.

First Draft of the Revolution: discoverable narratives in digital works. Liza Daly (Threepress).

Arcade: A case study in digital publishing. Roland Greene, Marissa Gemma (Stanford Univ.).

16:45-17:00. Lagniappe

Libros sin fronteras. Javier Celya (Dos Doce).

---

17:00-18:00. Optional Round Tables:

EPUB4: Engineering the networked experience. Bill McCoy (IDPF).

---

Evening:

17:30-18:30. Reception.

18:30-19:30. Books in Browsers: Ignite. Brewster Kahle (Internet Archive).







The Future of  
Publishing is  
Web Standards







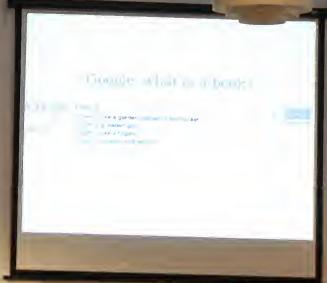
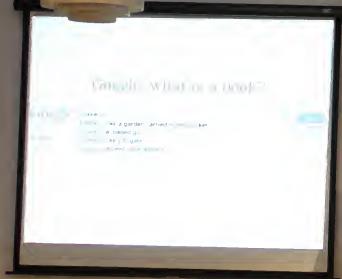


Books in Browsers II









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Figure 2

*Potential Social Web*





























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**Safari**  
Sports Online









Go the **F**uck to Sleep

by Adam Marshall • Directed by Florida Curtis

Go the **F**uck to Sleep

by Adam Marshall • Directed by Florida Curtis





on Collaboration  
innovation.org  
innovation  
and down sides  
in different environments  
with





As Much Myth As Real







A man with short brown hair, wearing a white dress shirt and a dark tie, is speaking into a microphone. He is positioned in front of a large projection screen. The screen displays the text "Critical components!" in a large, dark font. To the left of the speaker, a dark, textured vertical panel is visible. A microphone stand is partially visible on the right side of the frame.

Critical components!

A presentation slide titled "Open Bookmarks" is displayed on a large screen. The slide features a red sidebar on the left with the title "Open Bookmarks" and a blue header bar. The main content area includes several sections of text and a small image of a road sign.

**Open Bookmarks**

... is a project to make social reading easy, personal, and open.

Any anyone should be able to do it, and anyone should be able to make it happen.

Present. The reading experience belongs to the reader and nothing else.

Open Bookmarks respects the privacy, security and personal...

**→ Home**  
How it works  
The Dashboard  
About Open Bookmarks  
Blog

Open Bookmarks provides the reading needs described in the following:  
more choice, better social reading services.

Quality social reading by individuals, with individual navigation, shared interests and resources, the simplest library service, tools for the reading experience and tools for how it's consumed in your preferred environment.

Open Bookmarks wants to know what you feel important changes in reading that they can make in the future of what they can offer to their users and what the future of reading is. The more feedback we get, the more we can improve and advance the field.

The Open Bookmarks community is open for anyone who wants to work to contribute (translated) information from publishers, software developers, libraries and librarians, institutions, and anyone who wants to share a new idea or knowledge.

Soon, the site will include a consumer guide to help you choose the best reading applications and devices for you.

Open Bookmarks will also be connecting the community through direct interaction.









OPDS 1.1 and b

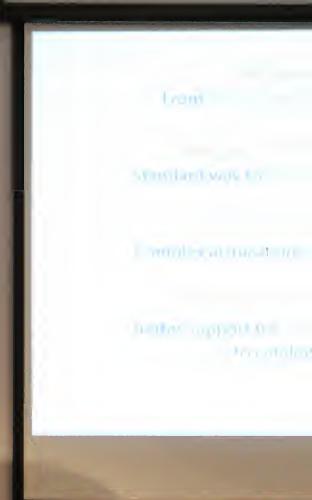
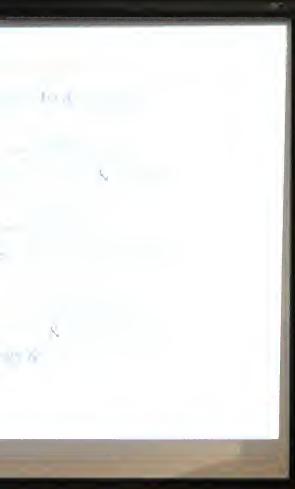




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# Internet Archive

- 501(c)(3) non-profit, founded in 1996
- In top 250 websites on the internet
- Registered library in California

For more information, visit:  
[archive.org](http://archive.org), [openlibrary.org](http://openlibrary.org), [oclc.org](http://oclc.org), [opencontentalliance.org](http://opencontentalliance.org)





350,000 Books



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**350,000** Books  
**500,000** Moving Images  
**1,000,000** Audio Recordings  
**2,000,000** Hours of TV  
**3,000,000** Electronic Texts





Brewster Kahle, Internet Archive  
Rochelle Grayson, BookRiff  
Henrik Berggren, Readmill  
Eli James, Pandamian  
Hugh McGuire, Pressbooks  
Mogens Nielsen, Flatleaf  
Miral Sattar, BiblioCrunch  
Ricky Wong, M&bnotate  
Justo Hidalgo, 24Symbols  
Mikkel Ricky, Systime iBogen  
Michael Morgan, Re-Vinyl





*bookRiff*

Books in Browsers – October 27, 2011  
BookRiff Media Inc.



Rochelle Grayson, CEO  
@RochelleGrayson  
RochelleG@BookRiff.com



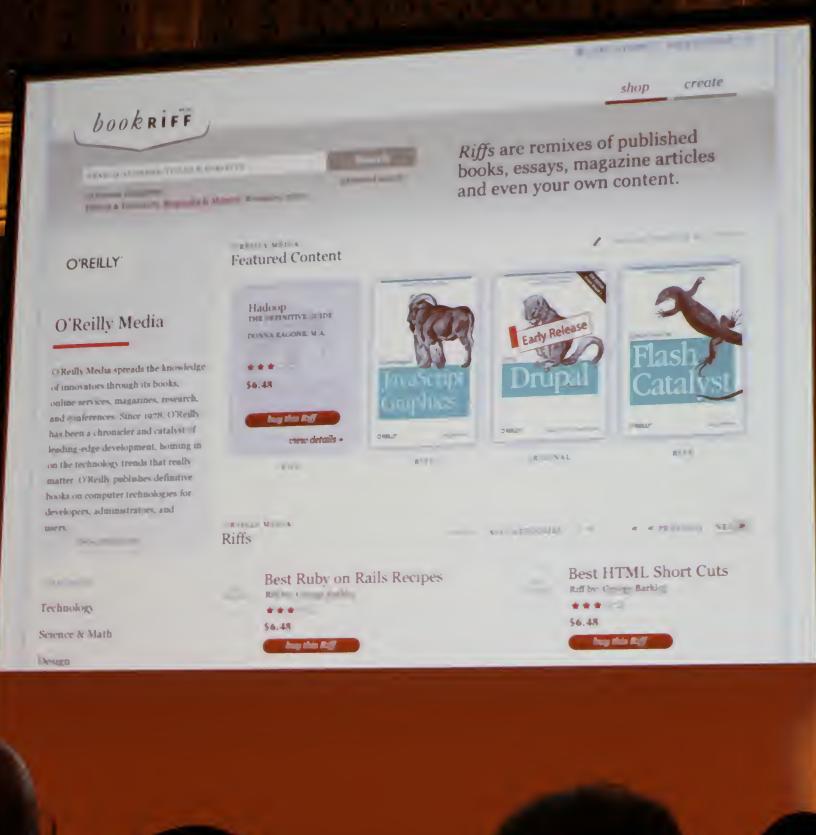
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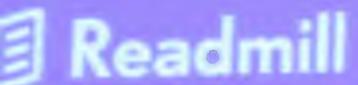






Hello, I'm  
**Henrik**  
from  
**Readmill**





Readmill



Books in Browsers II

"The Social Object, in a nutshell, is the reason two people are talking to each other, as opposed to talking to somebody else."

— Hugh Macleod, @gapingvoid







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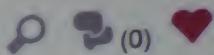


# Half Formed Ideas

entrepreneurs we funded by in the mid 90s with our Flatiron Fund. He's done something like a half dozen startups since then and he's a veteran in the very best sense of the word.

Andy said "You missed an important option Fred - revenue based financing. I've got a new firm called Lighter Capital that does just that". I said, "Can you write a blog post for MBA Mondays explaining how it works?" So today, we have a guest post/advertorial on Revenue Based Financing from Andy/Lighter Capital. I hope you like it.

[http://mba-mondays.pandamian.com/revenue-based-financing/#p\[AsYIhy\],h\[AsYIhy,1,3\]](http://mba-mondays.pandamian.com/revenue-based-financing/#p[AsYIhy],h[AsYIhy,1,3])



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Click on sentences and paragraphs to highlight, then share (or copy the link below):

[http://mba-mondays.pandamian.com/revenue-based-financing/#p\[AsYIhy\],h\[AsYIhy,1,3\]](http://mba-mondays.pandamian.com/revenue-based-financing/#p[AsYIhy],h[AsYIhy,1,3])



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Our choice:

Build from an existing platform that is native  
to the web, structured, and makes it easy to  
build beautiful websites with customizable  
templates.

(ie: WordPress.)









## eBook Trends Royal Wedding vs. Osama Bin Laden

Readers were buying eBooks as huge news events unraveled



A woman stands at a podium, speaking into a microphone. She is wearing a maroon top and dark pants. A small American flag is visible on the podium.



A man sits in a chair in the background, holding a small object. He is wearing a light-colored shirt and dark pants.

# Introducing **MobNote**

*(Smart) Social Reading*

[ricky@mobnote.com](mailto:ricky@mobnote.com)



using









State years after the first nuclear plant came on line in America, this is a mature industry that generates almost 20% of America's electricity. After more than \$100 billion in known government subsidies,<sup>1</sup> it still demands newer and bigger subsidies from the American taxpayer and the U.S. government. Call it "nuclear double dipper" or "utility capital costs accounted for by the taxpayer on one end and paid by the taxpayer (the U.S. government) on the other end. Nice subsidy! You have to love that kind of accounting."

According to Eric Severson, "generation costs for new nuclear (including fuel and P&I but not delivery to customers) are likely to be from 25 to 35¢ per kWh." That's much more expensive than wind or solar thermal are today and in the same ballpark as solar photovoltaics. The average American pays about 10¢/kWh.

Furthermore, an expansion of the nuclear industry would require the government to spend tens of billions of dollars to store the spent nuclear waste in Yucca Mountain or equivalent storage facilities.

This is billions of dollars in subsidies to a mature industry. It's much too expensive to build and run nuclear plants. Only with really massive government subsidies and favorable legal and accounting treatment can makes built and run.

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SYSTIME ➤



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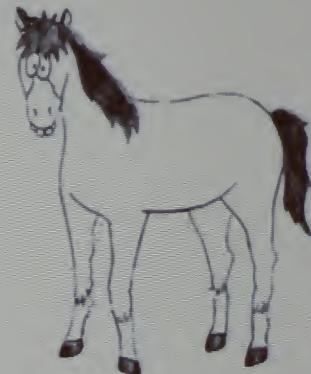


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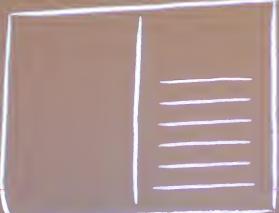
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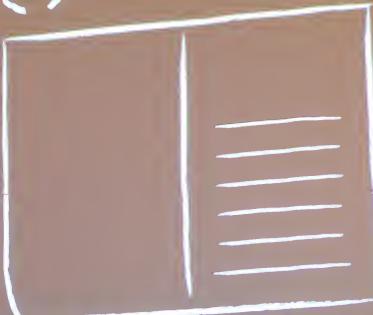
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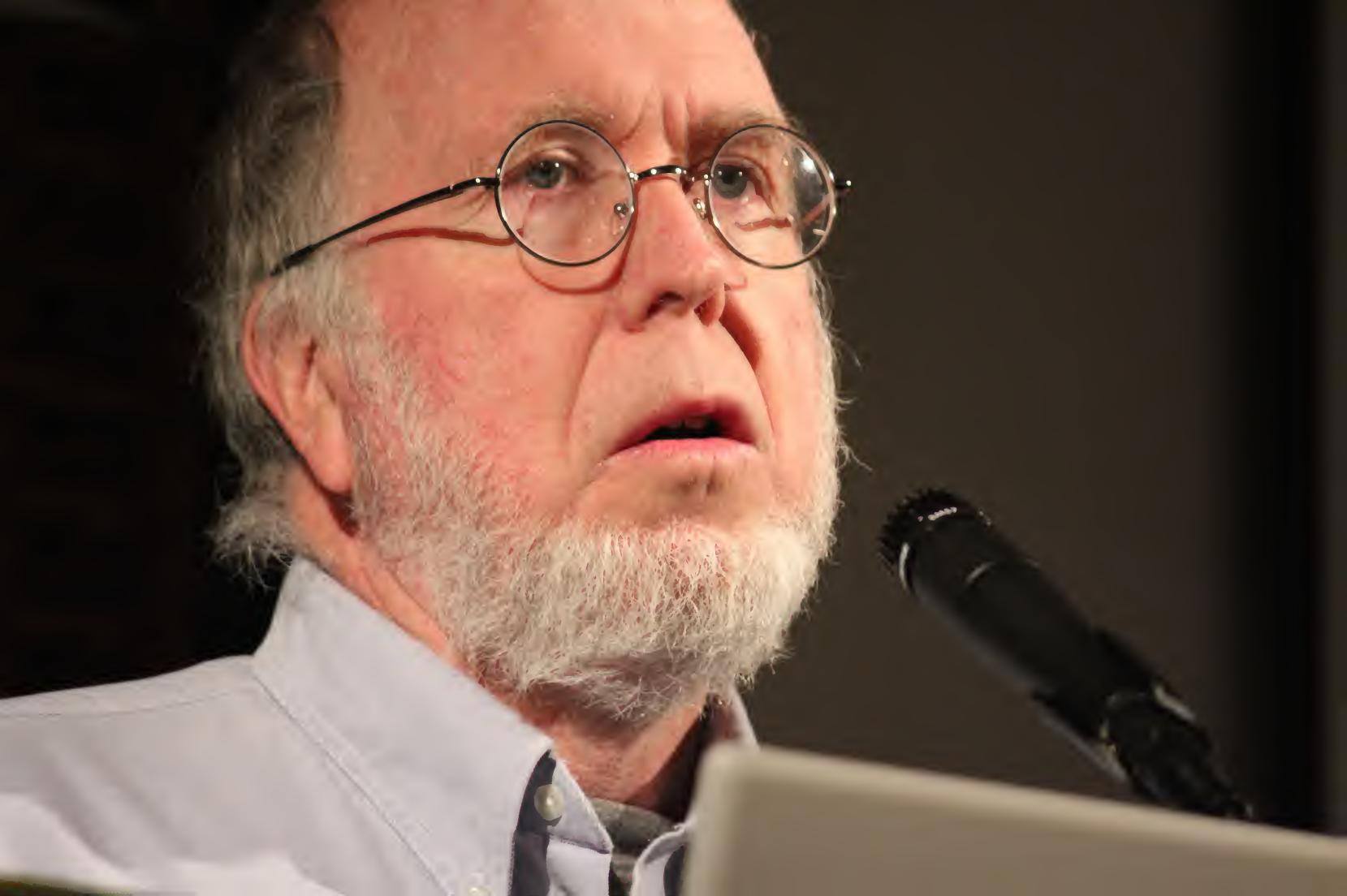


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### Case Study #2: Integrate social media APIs into e-books



- Integrate Twitter API into e-books
- Integrate Facebook
- Integrate Dash Social Network









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Time is now for companies, policymakers, and public interest groups to work together to:

- (1) develop robust protections related to information collection/tracking, user control, disclosure, and transparency/enforceability;
- (2) proactively defend reader privacy;
- (3) update and develop new laws to ensure clear and robust protections for digital reading records—ECPA/federal/state.

[edli.org](http://edli.org)













## Readability and Resolution

Readability and

Readability and Resolution



























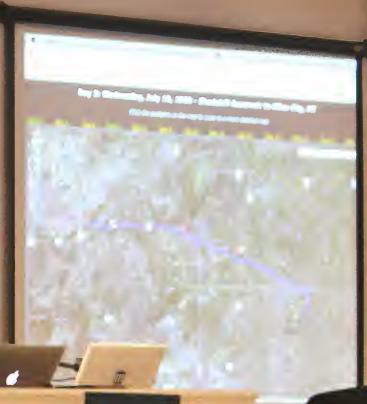


















# Google

What is it?

- an index

How is it made?

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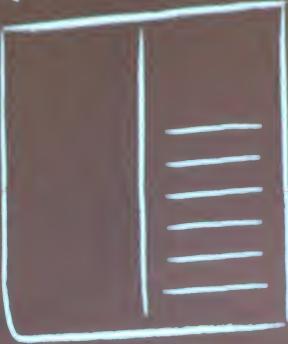
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San Francisco, October 2011















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# The opportunity in abundance





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